

manufacturer's consumer product so as to make informed/educated purchases along the demand side of the retail chain; and

one or more subsystems selected from the group consisting of:

a third subsystem for enabling manufacturers and their advertising and marketing agents to access one or more UPN/TM/PD/URL links in said central UPN/TM/PD/URL RDBMS, to display consumer product advertisements to consumers, at or near the point of purchase or sale within both physical and/or electronic retail shopping environments so as to project the desired brand image to consumers; and

a fourth subsystem for enabling retailers and their marketing and promotional agents to access one or more UPN/TM/PD/URL links in said central UPN/TM/PD/URL RDBMS, to promote consumer products to consumers, at or near the point of purchase or sale within both physical and/or electronic retail shopping environments so as to promote the sale of such products in inventory;

wherein said central UPN/TM/PD/URL RDBMS, said local UPN/TM/PD/URL RDBMS, and said first, second, third and fourth subsystems are each operably connected to the infrastructure of the Internet.--

--352. The Internet-based consumer product marketing, merchandising and education/information system of claim 351, wherein said second subsystem further enables retailer purchasing agents to access one or more UPN/TM/PD/URL links in said central UPN/TM/PD/URL RDBMS, to request and obtain information about a manufacturer's consumer product so as to make informed/educated purchases along the supply side of the retail chain.--

--353. The Internet-based consumer product marketing, merchandising and education/information system of claim 351, wherein said second subsystem comprises one or more information access and display devices selected from the group consisting of:  
a network of barcode-driven/touch-screen-enabled physical CPI kiosks are physically installed within physical retail environments using wireless Internet-connectivity enabling technology, and made accessible to retail shoppers in physical retail environments; and  
a network of virtual CPI kiosks enabled by CPIR-enabling Applets symbolically embedded within the HTML-fabric of the WWW (e.g. in EC-based retail stores and catalogs, on-line auction sites, Internet product advertisements), and made accessible to retail shoppers across the Internet.--

--354. The Internet-based consumer product marketing, merchandising and education/information system of claim 353, wherein said second subsystem further comprises a plurality of Web (http) information servers for driving said network of barcode-driven/touch-screen-enabled physical CPI kiosks.--

--355. The Internet-based consumer product marketing, merchandising and education/information system of claim 353, wherein said second subsystem further comprises a plurality of CPIR-enabling Applet servers for driving said network of virtual CPI kiosks enabled by CPIR-enabling Applets symbolically embedded within the HTML-fabric of the WWW, including retailer-oriented WWW sites served to physical CPI kiosks in a retailer's store.--

--356. The Internet-based consumer product marketing, merchandising and education/information system of claim 353, wherein said central UPN/TM/PD/URL RDBMS further includes a data processing/filtering subsystem for processing data contained within said central UPN/TM/PD/URL RDBMS so that each physical CPI kiosk connected to an enabling Web server (and deployed within a particular retailer's store) is capable of displaying only UPN/TM/PD/URL links created by manufacturer's who (i) sell products in the retailer's physical store and (ii) have acquired rights and/or privileges (by the retailer) to display products on the retailer's store shelves about which said physical CPI kiosk is physically installed.--

--357. The Internet-based consumer product marketing, merchandising and education/information system of claim 355, wherein said second subsystem comprises a CPIR-enabling Applet/Servlet Generator for automatically generating, for each UPN/TM/PD/URL link record in said central UPN/TM/PD/URL RDBMS, a CPIR-enabling Applet/Servlet, wherein (i) the compiled code associated with the CPIR-enabling Applet/Servlet is loaded onto one of said plurality of CPIR-enabling Applet servers, and (ii) the corresponding CPIR-enabling Applet tag is loaded within a CPIR-enabling Applet Catalog Web Server for viewing and downloading by retailers, advertisers, auctioneers, et al, and subsequent embedment into the HTML-fabric of WWW...

--358. The Internet-based consumer product marketing, merchandising and education/information system of claim 355, wherein said second subsystem comprises a data processing/filtering subsystem (e.g. modules of data processing scripts), integrated with said central UPN/TM/PD/URL RDBMS, for processing data within said central UPN/TM/PD/URL RDBMS so that each virtual CPI kiosk deployed within a particular retailer's electronic store and enabled by at least one said CPIR-enabling Applet server is capable of displaying only UPN/TM/PD/URL links created by manufacturer's who (i) sell products in the retailer's electronic store (i.e. e-store) and (ii) have acquired rights and/or privileges (by the retailer) to display products on the retailer's virtual shelves (e.g. Web pages) about which the virtual kiosk is installed within the HTML-fabric of the retailer's e-store.--

--359. The Internet-based consumer product marketing, merchandising and education/information system of claim 351, wherein said first subsystem comprises:

one or more information servers for delivering a suite of information services to manufacturers (i.e. vendors) including, the downloading of and providing technical support for software-based EDI-enabled UPN/TM/PD/URL link creation, management and transport (LCMT) tools that are made available to registered manufacturers, and their agents, as well as to anyone else operating along the retain chain as a vendor of consumer products (which may also include retailers as well); and

wherein said software-based EDI-enabled UPN/TM/PD/URL LCMT tools enable the manufacturer's marketing, brand and/or product managers (and their support personnel) to efficiently carry out UPN/TM/PD/URL data-linking and transport operations which are required to build and maintain said local database.--

--360. The Internet-based consumer product marketing, merchandising and education/information system of claim 351, wherein said second subsystem comprises a data processing/filtering subsystem for data processing (i.e. filtering) said UPN/TM/PD/URL links and data contained in said central UPN/TM/PD/URL RDBMS, in various ways prior to distribution to consumers, so as to preserve the trust, confidence and goodwill developed between manufacturers and retailers in both physical and electronic streams of commerce...--

--361. The Internet-based consumer product marketing, merchandising and education/information system of claim 360, wherein said data processing/filtering subsystem involves using information about (i) the manufacturers represented (or promoted) by a particular retailer in a particular retail environment, as well as (ii) the rights and/or privileges accorded to product manufacturers and/or distributors (i.e. vendors) by retailers with regard to displaying a manufacturer's product in a particular aisle of the retailer's store and optionally at a particular shelf location, as well as on a particular Web-page(s) of a retailer's electronic store or catalog (e.g. virtual aisles) and optionally at a particular location (i.e. virtual shelf location) therealong.--

--362. The Internet-based consumer product marketing, merchandising and education/information system of claim 354, wherein said software-based EDI-enabled UPN/TM/PD/URL LCMT tools enable a manufacturer's marketing, brand and/or managers to create and manage a list of UPN/TM/PD/URL links for each consumer product within their product portfolio, store said list of UPN/TM/PD/URL links within said local database, realized as a locally managed UPN/TM/PD/URL RDBMS, and electronically transporting said list of UPN/TM/PD/URL links from said locally managed UPN/TM/PD/URL RDBMS to said central UPN/TM/PD/URL RDBMS, for distribution and display to consumers in the form of a UPN/TM/PD/URL link display GUI...--

--363. The Internet-based consumer product marketing, merchandising and education/information system of claim 353, wherein said third subsystem enables an advertisers (including a retailer, a manufacturer or its agent) to buy advertising slots available

on particular retailer-deployed barcode-driven physical CPI kiosks (and/or retailer-deployed virtual CPI kiosks) and deliver the short UPC-indexed product advertisements to consumers over physical and/or virtual CPI kiosks in physical and/or electronic retail stores during moments when consumers are not requesting consumer product related information from said system.--

--364. The Internet-based consumer product marketing, merchandising and education/information system of claim 363, wherein said third subsystem enables advertisers to perform one or more functions selected from the group consisting of: (i) register with the system; (ii) log onto the Advertisement Slot Marketing/Sales/Management Web Site maintained by the system administrator or its designated agent; (iii) view catalogs of physical and/or virtual CPI kiosks deployed within retail shopping environments by retailers, at which a registered advertiser can consider purchasing advertisement slots on manufacturer/retailer authorized kiosks; (iv) purchase advertisement slots on manufacturer/retailer authorized physical or virtual) CPI kiosks deployed in physical or electronic retail shopping space; (v) create, deploy and manage advertising campaigns over one or more physical and/or virtual kiosks deployed by retailers in retail space; and (vi) monitor the performance of kiosk-based advertising campaigns during execution, as required by client demands and prevailing business considerations, using any Web-enabled client subsystem.--

--365. The Internet-based consumer product marketing, merchandising and education/information system of claim 353, wherein said fourth subsystem enables a promoter (including a retailer, a manufacturer or its agent) to create customized product promotion campaigns, containing short UPC-indexed product advertisements, sales prices and aisle/shelf location directions, for presentation over the network of barcode-driven/touch-screen enabled physical CPI kiosks deployed within its retail store, or chain of stores, and later analyze the effectiveness of the campaign by comparing sales data collected at the barcode driven point-of-sale (POS) stations within the same retail stores in which the participating physical CPI kiosks are deployed...--

--366. The Internet-based consumer product marketing, merchandising and education/information system of claim 353, wherein said fourth subsystem enables promoters to perform one or more functions selected from the group consisting of: (i) register with system; (ii) log onto the Promotion Slot Marketing/Sales/Management Web Site maintained by the system administrator or its designated agent; (iii) view catalogs of physical and/or virtual CPI kiosks deployed within retail shopping environments by retailers, at which a registered promoter can consider purchasing or otherwise acquiring promotion slots on manufacturer/retailer authorized kiosks; (iv) purchase or otherwise acquire (product sales) promotion slots on manufacturer/retailer authorized physical or virtual kiosks deployed in retail shopping space; (v) create, deploy and manage product promotion campaigns over one or more physical and/or virtual kiosks deployed by retailers (or manufacturers) in retail space;

and (vi) monitor the performance of kiosk-based promotion campaigns as required by client demands and prevailing business considerations, using any Web-enabled client subsystem.--

--367. The Internet-based consumer product marketing, merchandising and education/information system of claim 359, wherein said software-based EDI-enabled UPN/TM/PD/URL LCMT tools are down-loaded to a plurality of users within the manufacturer's enterprise, so as to enable different users within different departments to link and manage predetermined categories of UPN/TM/PD/URL links within said local database.--

--368. The Internet-based consumer product marketing, merchandising and education/information system of claim 351, wherein the UPN/TM/PD/URL links in said central UPN/TM/PD/URL RDBMS are distributed over the Internet so as to enable one or more functions selected from the group consisting of: (i) consumers and end-users within physical retail environments having access to a plurality of physical CPI kiosks driven by a plurality of Web (http) servers operably connected to the infrastructure of the Internet; (ii) consumers and end-users within electronic retail environments having access to a plurality of virtual CPI kiosks driven by a plurality of CPIR-enabling Java Applet servers operably connected to the infrastructure of the Internet; and (iii) consumers and end-users interfaced with a plurality of Web-enabled client machines at home, school, in the office or on the road having access to a plurality of UPN-driven consumer product information portals on the WWW, driven by a plurality of mirrored http information servers operably connected to said central UPN/TM/PD/URL RDBMS...--

--369. The Internet-based consumer product marketing, merchandising and education/information system of claim 351, wherein said second subsystem further comprises one or more Web information servers are provided for serving up to the public, in different languages, WWW sites at which said central UPN/TM/PD/URL RDBMS is searchable by the public without the restriction of MIN and UPN data filters that might be maintained within retail shopping environments to preserve the goodwill embodied within manufacturer and retailer relationships along the retail chain--.

--370. The Internet-based consumer product marketing, merchandising and education/information system of claim 351, wherein said second subsystem further comprises a GPS-time synchronized WAP-enabled information server for delivering consumer product information links from said central UPN/TM/PD/URL RDBMS to a GSU-enabled wireless Web-enabled palm computer carried by a consumer within a physical retail shopping space, when, for example, the palm computer is physically located within a particular portion of the physical retail shopping space...--

--371. The Internet-based consumer product marketing, merchandising and education/information system of claim 353, wherein said second subsystem comprises a

CPIR-enabling Applet/Servlet Generator for automatically generating a CPIR-enabling Applet/Servlet for each UPN/TM/PD/URL link record in the UPN/TM/PD/URL RDBMS, wherein (i) the compiled code associated with the CPIR-enabling Applet/Servlet is loaded onto one of said plurality of CPIR-enabling Applet servers, and (ii) the corresponding CPIR-enabling Applet tag is loaded within a CPIR-enabling CPIR-enabling Applet Tag Catalog Web Server for enabling retailers, advertisers, auctioneers, et al to view CPIR-enabling Applet tags catalogued therein and download said CPIR-enabling Applet tags for embedment within the HTML-encoded fabric of the WWW.--

--372. An Internet-based consumer product marketing, merchandising and education/information system of claim 351, wherein the URLs linked to each UPN/TM/PD/URL information record maintained in said central UPN/TM/PD/URL RDBMS are organized for display to consumers in two different categories, namely: Pre-purchase Related CPI Links for informing and educating consumers, and Post-Purchase Related CPI Links for providing customers with product related service, instruction and technical support while promoting the retention of customers by such value-added services after the consumer purchase.--

--373. An Internet-based consumer product marketing, merchandising and education/information system of claim 353, wherein first subsystem enables manufacturers to perform one or more functions selected from the group consisting of: (1) supporting manufacturer registration operations; (2) downloading UPN/TM/PD/URL link creation, management and EDI-enabled transport (LCMT) software to registered manufacturers; (3) installing and setting up such software within the manufacturer's enterprise; (4) selecting and customizing the GUI Design for the UPN/TM/PD/URL link display menu filled by the UPN/TM/PD/URL link creation, collection, management and EDI-enabled transport software (e.g. including Manufacturer Customization Options, Default CPI Categories for linked URLs, Custom CPI Categories for linked URLs); (5) On-Line Training for UPN/TM/PD/URL Link Creation, Collection, Management and Transport Software; (6) Updating Manufacturer Registration Information; (7) Registering Manufacturer's Product Advertising Agents; and (8) Registering Manufacturer's Product Promotional Agents.--

--374. The Internet-based consumer product marketing, merchandising and education/information system of claim 351, wherein said first subsystem further comprises one or more EDI information servers operably connected to said central UPN/TM/PD/URL RDBMS and the infrastructure of the Internet, for receiving the structured files of said local UPN/TM/PD/URL RDBMS locally managed within the manufacturer's enterprise using UPN/TM/PD/URL link creation, collection, management and EDI-enabled transport software downloaded from one or more of said information servers, and wherein one or more manufacturer-operated client subsystems run said UPN/TM/PD/URL LCMT software so as to enable marketing, brand and/or product managers to create and manage UPN/TM/PD/URL

links with said local RDBMS, as well as transport said UPN/TM/PD/URL links contained therein to said central UPN/TM/PD/URL RDBMS using electronic data transport techniques...

--375. The Internet-based consumer product marketing, merchandising and education/information system of claim 351, wherein said first subsystem further comprises one or more information servers for downloading to each manufacturer registered with said first subsystem, UPN/TM/PD/URL link creation, management and transport (LCMT) software for running on one or more manufacturer-operated/managed client computer subsystems, and wherein said UPN/TM/PD/URL LCMT software generates, on each said manufacturer-operated/managed client computer subsystem, a graphical user interface (GUI) which comprises a number of display structures.--

--376. The Internet-based consumer product marketing, merchandising and education/information system of claim 375, wherein the data displayed within said GUI is obtained from the data tables comprising said central UPN/TM/PD/URL RDBMS, and the UPN, TM and PD data fields thereof are automatically populated with data imported from a UPC management RDBMS for maintaining a UPC Product Sales Catalog, during data importation and synchronization operations.--

--377. The Internet-based consumer product marketing, merchandising and education/information system of claim 375, wherein said UPN/TM/PD/URL LCMT software provides the manufacturer's marketing, brand and/or product managers with a wide range of choice in URL Link Category labeling, including a means for creating custom-designed URL Link Category labels, and means for producing a list of pre-designed Default URL Link Category label sets, each being specifically tailored to a particular segment and sector of the consumer product industry.--

--378. The Internet-based consumer product marketing, merchandising and education/information system of claim 353, wherein each physical and/or virtual CPI kiosk is provided with a graphical user interface (GUI) for visually displaying UPN/TM/PD/URL link records accessed from the UPN/TM/PD/URL RDBMS.--

--380. The Internet-based consumer product marketing, merchandising and education/information system of claim 351, wherein said second subsystem enables retailers to perform one or more functions selected from the group consisting of: (1) supporting retailer (and e-retailer) and manufacturer registration operations; (2) updating and displaying the Kiosk Deployment Directory for the registered retailer or manufacturer; (3) enabling retailers to select and order physical and/or virtual kiosks for deployment, and manufacturers to select and order virtual kiosks for deployment by the manufacturer or others; (4) specifying the location of physical kiosk installation and deployment, and the domain of

virtual kiosk installation and deployment; (5) selecting particular information services to be enabled on and delivered to ordered/deployed CPI kiosks in order to configure the same for its intended application; (6) selecting and customizing the kiosk GUI Design (as a further part of the kiosk configuration process); (7) registering the manufacturer's Aisle/Shelf Rights and Privileges on deployed CPI kiosks; (8) registering the retailer's (or manufacturer's) advertising agents as the case may be; (9) registering the retailer's (or manufacturer's) product promotional agents as the case may be; (10) monitoring the performance of registered retailer (or manufacturer) advertising agents as the case may be; and (11) monitoring the performance of registered retailer (or manufacturer) promotional agents as the case may be.--

--381. The Internet-based consumer product marketing, merchandising and education/information system of claim 351, wherein said second subsystem enables retailers to perform one or more functions selected from the group consisting of: Registration of Retailer/Creation of Retailer Account; Log-in by Retailer; Update and Display Kiosk Deployment Directory; Select and Order Physical and Virtual Kiosks for Deployment; Specification of The Location/Domain of Kiosk Installation and Deployment; Selection of Information Services Delivered by Deployed CPI Kiosks; Selection and Customization of CPI Kiosk GUI Design; Registration of Manufacturer's Aisle/Shelf Rights and Privileges on CPI Kiosks; Registration of Retailer's Advertising Agents; Registration of Retailer's Product Promotional Agents; Monitor Performance of Registered Retailer Advertising Agent; and Monitor Performance of Registered Retailer Promotional Agent.--

--382. The Internet-based consumer product marketing, merchandising and education/information system of claim 35, wherein said second subsystem enables the retailer to register a manufacturer (i.e. vendor) aisle/shelf rights with respect to a particular physical CPI kiosk deployed in retail store.--

--383. The Internet-based consumer product marketing, merchandising and education/information system of claim 353, wherein said second subsystem enables manufacturers to perform one or more functions selected from the group consisting of: Registration of Manufacturer/Creation of Manufacturer Account; Log-in by Manufacturer; Update and Display of Manufacturer's Virtual CPI Kiosk Deployment Directory; Select and Order Virtual CPI Kiosks for Deployment; Specification of The Domain of Virtual Kiosk Installation and Deployment; Selection of Information Services Delivered by Deployed Virtual CPI Kiosks; Selection and Customization of Virtual Kiosk GUI Design; Registration of Manufacturer's Virtual Aisle/Shelf Rights and Privileges on Virtual CPI Kiosks; Registration of Manufacturer's Advertising Agents Registration of Manufacturer's Product Promotional Agents; Monitor Performance of Registered Manufacturer Advertising Agent; and Monitor Performance of Registered Manufacturer Promotional Agent...--

--384. The Internet-based consumer product marketing, merchandising and education/information system of claim 383, wherein once logged-in to said second subsystem, the manufacturer may view one or more directories selected from the group consisting of: (i) a directory/catalog of the virtual UPN-restricted/product-specific CPI kiosks which are currently deployed on the WWW; and (ii) a directory of virtual UPN-restricted/product-specific CPI kiosks which may be deployed and install on the WWW by others who download the enabling CPIR-enabling Applet tags from the CPIR-enabling Applet Tag Server, and embed the tags in the HTML-fabric of the WWW at domains where the virtual kiosks are to be installed.--

--385. The Internet-based consumer product marketing, merchandising and education/information system of claim 383, wherein the manufacturer may choose to deploy multi-mode type virtual product-specific CPI kiosks to the general public so that advertisements and/or product promotions can be programmably displayed from the virtual kiosk when launched from its point of installation on the WWW.--

--386. The Internet-based consumer product marketing, merchandising and education/information system of claim 389, wherein a CPIR-enabling Applet enables each said multi-mode type virtual product-specific CPI kiosk, and one or more of said multi-mode type virtual product-specific CPI kiosks are designed to automatically launch at the time of displaying its host HTML document, thereby providing a kiosk GUI on which to display product advertisement and/or promotion spots about the manufacturer's product.--

--387. The Internet-based consumer product marketing, merchandising and education/information system of claim 353, wherein said third subsystem enabling one or more information services selected from the group consisting of: (1) registering advertisers (e.g. agents of manufacturers and retailers) and the creating advertiser accounts; (2) logging into the subsystem as a registered advertiser; (3) displaying General Kiosk Advertising Directories and identifying CPI kiosks on which the advertiser is authorized to display advertisements on consumer products; (4) displaying Brand Kiosk Advertising Directories and identifying CPI kiosks on which the advertiser is authorized to display advertisements on a particular brand of consumer products; (5) registering Kiosk Advertising Campaigns to be displayed on a retailer-authorized (initially-unspecified) subnetwork of CPI kiosks; (6) building Kiosk Advertising Campaigns by placing advertisement spot orders to be run on a specified subnetwork of CPI kiosks; (10) running and displaying Kiosk Advertising Campaigns on the retailer-authorized subnetwork of CPI kiosks, (11) modifying Kiosk Advertising Campaigns, and (12) monitoring the performance of Kiosk Advertising Campaigns.--

--388. The Internet-based consumer product marketing, merchandising and education/information system of claim 387, wherein said third subsystem enables one or

more information services selected from the group consisting of: Registration of Advertiser/Creation of Advertiser Account; Log-in by Advertiser; Display General Kiosk Advertising Directory Identifying CPI Kiosks on which the Advertiser is Authorized to Display Advertisements on Consumer Products; Display Brand Kiosk Advertising Directory Identifying CPI Kiosks on which the Advertiser is Authorized to Display Advertisements on a Particular Brand of Consumer Products; Register Kiosk Advertising Campaign to be displayed on a Retailer-Authorized Subnetwork of CPI Kiosks; Build Kiosk Advertising Campaign by Placing Ad spot Orders to be run on a Particular Subnetwork of CPI Kiosks; Run and Display Kiosk Advertising Campaign on Retailer-Authorized Subnetwork of CPI Kiosks; Modify Kiosk Advertising Campaign; and Monitor Performance of Kiosk Advertising Campaign.--

--389. The Internet-based consumer product marketing, merchandising and education/information system of claim 402, wherein once the registered advertiser logs into said third subsystem, the advertiser may display and view one or more kiosk advertising directories selected from the group consisting of: a General-type Kiosk Advertising Directory which can be used to identify CPI Kiosks on which the advertiser is authorized by retailers to display advertisements on consumer products; and a Brand-type Kiosk Advertising Directory which can be used to identify CPI kiosks on which the advertiser is authorized by retailers to display advertisements on a particular brand of consumer products.--

--390. The Internet-based consumer product marketing, merchandising and education/information system of claim 388, wherein said third subsystem employs a data processing method to generate a General Kiosk Advertising Directory from the data contained with said central UPN/TM/PD/URL RDBMS.--

--391. The Internet-based consumer product marketing, merchandising and education/information system of claim 389, wherein a data processing methods is used to generate a Brand Kiosk Advertising Directory from the data contained with said central UPN/TM/PD/URL RDBMS...--

--392. The Internet-based consumer product marketing, merchandising and education/information system of claim 351, wherein said fourth subsystem enables promoter to use one or more information services selected from the group consisting of: (1) registering promoters and the creating promoter accounts; (2) logging into the subsystem by promoter; (3) displaying General Kiosk Promotion Directories and identifying CPI kiosks on which the promoter is authorized to display promotions on consumer products; (4) displaying Brand Kiosk Promotion Directories and identifying CPI kiosks on which the promoter is authorized to display advertisements on a particular brand of consumer products; (5) registering Kiosk Promotion Campaigns to be displayed on an (initially-unspecified) retailer-authorized subnetwork of CPI kiosks; (6) building Kiosk Promotion Campaigns by placing promotion spot orders to be run on a specified subnetwork of CPI kiosks; (10) running and displaying

kiosk promotion campaigns on the retailer-authorized subnetwork of CPI kiosks; (11) modifying kiosk promotion campaigns; and (12) monitoring the performance of kiosk promotion campaigns...

--393. The Internet-based consumer product marketing, merchandising and education/information system of claim 391, wherein once the registered promoter logs into said third subsystem, the promoter may display and view one or more kiosk promotion directories selected from the group consisting of: a General-type Kiosk Promotion Directory which can be used to identify CPI Kiosks on which the advertiser is authorized by retailers to display promotions on consumer products; and a Brand-type Kiosk Promotion Directory which can be used to identify CPI kiosks on which the advertiser is authorized by retailers to display promotion on a particular brand of consumer products...

--394. The Internet-based consumer product marketing, merchandising and education/information system of claim 391, wherein said third subsystem employs a data processing method to generate a General Kiosk Promotion Directory from the data contained with said central UPN/TM/PD/URL RDBMS...

--395. The Internet-based consumer product marketing, merchandising and education/information system of claim 391, wherein a data processing methods is used to generate a Brand Kiosk Promotion Directory from the data contained with said central UPN/TM/PD/URL RDBMS...